

A Closer Look

By Ernest Kreiling

HILLYWOOD—An increasingly sophisticated American public is both watching television more and enjoying it more today than three years ago.

This is a broad conclusion reached by Social Research, Inc., a Chicago research firm, and reported in the April issue of Television Magazine. It's the second authoritative study of the public's attitudes toward TV in as many months, both of which reveal tidings of great joy for the television industry. The intellectuals and governmental critics of television are again shown to be out of touch with the people on the issue of television in America. Whereas the viewer was "restless" three years ago, as shown by a similar study by the same firm, he's characterized as "satisfied" this year. The fundamental change, according to the study... "is his growing sophistication."

HE NOT ONLY is watching more but is watching a wider variety of programs.

"Social classes are less clearly distinguishable by the shows they select. The middle and lower classes are extending their viewing range to include more complicated fare, while the upper classes are expanding less snobbishly into program types that once identified their social inferiors."

Social Research, Inc., found several things that may be trends. One is increasing complaints about "sameness" and "tiredness" in the family situation comedies.

ANOTHER possible trend was a more "deliberate approach" to television. Almost nobody tunes randomly anymore, they found. While there are programs that families watch every week, there is

40,000 Race To Death on U.S. Streets

Motorists in 1962 raced down the nation's highways on their way to a new — and tragic — death record which for the first time exceeded 40,000 fatalities, according to a report released by The Travelers Insurance Companies.

The number of people injured in traffic accidents also took a sharp turn upward.

The authoritative report, first issued in 1931, is prepared annually by The Travelers and is based on information provided by state motor vehicle departments. More than 3,300,000 copies are distributed every year.

U.S. highway deaths in 1962 totaled 40,500, a 7 per cent increase over 1961. Not since 1941, when 39,969 persons lost their lives, has the traffic fatality record been so high.

THE REPORT also reveals a 9 per cent jump in the number of injured in 1962 compared with 1961. In all, 3,345,000 men, women and children were hurt in auto accidents last year.

"As it stands, last year's record is truly tragic," a Travelers spokesman commented. "But what makes it even more disheartening is that it comes on the heels of what we had hoped was a downward trend beginning in 1961."

Excessive speed again led the way as the primary cause of accidents. Nearly 13,000 people were killed and more than 1,145,000 were injured as a direct result of speeding violations. Other major causes of accidents included driving on the wrong side of the road and reckless driving.

Probation After Death Lesson Topic

"Probation After Death" will be the subject of this week's Sunday service at First Church of Christ, Scientist, Torrance.

The opening Scriptural passages will be from the Sermon on the Mount: "Blessed are the poor in spirit: for their's is the kingdom of heaven."

Related readings will include these lines from the Christian Science textbook: "Willingness to become as a little child and to leave the old for the new, renders thought receptive of the advanced idea. Gladness to leave the false landmarks and joy to see them disappear, — this disposition helps to precipitate the ultimate harmony."

Violence and morbidity are no longer important issues as they were a few years ago.

HERE ARE some other prevailing attitudes the study uncovered. You might want to compare them with your own. Generally comedy, comedians, drama, current events and documentaries are enjoying especially high favor. Situation comedy, adventure, audience participation, and quiz programs are just holding their own, but the public's interest in the perennial variety programs is beginning to fade.

We still want to be informed entertainingly but we also want to be entertained informatively, and we are learn-

ing to handle more complicated plot structures and dramatic presentations with greater personal reward, according to the findings based on depth interviews with 751 adults.

WE ARE also quite receptive to the increasing number of editorials being aired by TV stations, although we'd like them to deal with more controversial issues than they normally do.

So, the study concludes, "No matter how the government or intellectual critics of television see it, television is continually improving in the eyes of the people who count—the television audience."

Co-op Nursery to Present Baker Marionette Show Here on Sunday

The famous Bob Baker Marionette group will bring the excitement of imaginative puppetry this week to local audiences.

To be held under the auspices of the Torrance Cooperative Nursery School, the group's latest production can be seen Sunday with performances at 2 p.m. and at 4 p.m., at the Torrance Recreation Center, Madrona and Torrance Blvd. Admission for adults will

be \$1 and for children, 75 cents. Tickets are now on sale and may be purchased by calling FR 5-1032 or 371-1656.

Torrance Nursery School is sponsored by the Adult Education Division of Torrance Unified School System, and consists of a two-fold program — morning nursery school for pre-schoolers, and evening lectures for parents on the pre-school child and his world.

Mrs. Alvin Kaye, director of the school, plans a challenging program for children from three to five, four mornings a week, Monday through Thursday.

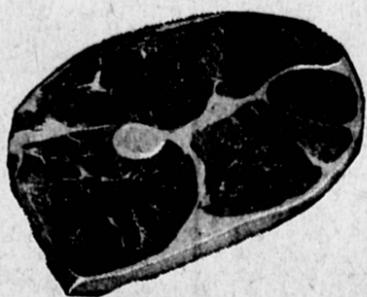
The school is located at 4558 W. 182nd St., near Hawthorne Boulevard. Membership information may be obtained by calling Mrs. Richard Jones, DA 5-1756.

HC Lettermen Schedule Dance

The lettermen of Harbor College will hold a dance tomorrow evening that will feature the Escolons. Tickets are available at the finance office or from any letterman.

Daniel E. White, hospital corpsman second class, USN, son of Mr. and Mrs. Raymond J. White of 829 Faysmith Ave., was graduated, April 3, from Field Service School at the Marine Corps Base, Camp Pendleton.

RIK'S U.S.D.A. CHOICE BEEF



ROUND STEAK 69¢ lb

BONE-IN RUMP ROAST 69¢ lb } SIRLOIN TIP ROAST 95¢ lb
 OSCAR MAYER ALL MEAT WIENERS 49¢ lb } SIRLOIN TIP STEAK 98¢ lb

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HILLS BROS. COFFEE 2-LBS. 1.09 55¢ LB. CAN

PILLSBURY'S CAKE MIXES Yellow 4 pgs. 1.00 White 4 pgs. 1.00 Chocolate 3 pgs. 1.00 Devils Food 3 pgs. 1.00 White Angel Food pgs. 39¢

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SPRINGFIELD \$\$ SALE Cream Kernel Corn 303 Cans 7 for \$1 TOMATOES No. 2 1/2 Cans 5 for TOMATOES No. 303 Cans 7 for PEAS No. 303 Cans 7 for CUT GREEN BEANS No. 303 Cans 7 for

LARGE GRADE AA EGGS Dozen 35¢

OUR BEST KOSHER DILL PICKLES HAMBURGER CHIPS 3 1 PT., 6-OZ. JARS 1.00

PRODUCE DEPT. CENTRAL AMERICAN BANANAS 2 lb. 25¢ LARGE CRISP CELERY 10¢ LONG GREEN ASPARAGUS 23¢ GREEN ONIONS or RADISHES BUNCH 5¢ JOLLY TIME — 20-OZ. SIZE POPCORN 3 FOR 1.00

SPRINGFIELD — ALL PURPOSE FLOUR 5 LB. BAG 39¢ LUER'S ALL MEAT FRANKS 39¢ lb MAZOLA OIL QUART 59¢ NABISCO — LB. BOX SALTINE CRACKERS 27¢ LIBBY'S — 15 1/2-OZ. CAN CORNED BEEF HASH 2 for 69¢ LIBBY'S RED SALMON TALL CAN 89¢ ROSARITA — NO. 2 1/2 CAN REFRIED BEANS 4 for 99¢ TV DINNERS SWANSON'S 59¢ ZEE NAPKINS 80 COUNT 10¢

FOREMOST BUTTER Grade AA 67¢ lb BIG DIP 1/2-Gal. 49¢ ICE CREAM Premium 1/2-Gal. 75¢ ICE CREAM Family Style 1/2 Gal. 65¢

KRAFT'S VELVEETA 2-LB. LOAF 79¢

BIG "D" DI CARLO'S BREAD REG. 35¢ 1-LB., 6-OZ. 29¢

WESSON OIL LARGE 24-OZ. BOTTLE 27¢

Check Our Coffee Prices With Any Chain Super Market FOLGER'S - HILLS BROS. - MANNING'S MAXWELL HOUSE 59¢

KRAFT'S — QUART JAR MIRACLE WHIP 49¢ 69¢

SHORTENING CRISCO 3-LB. CAN 69¢

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OUR EVERY DAY SHELF PRICES KRAFT'S — 24-OZ. JAR MAYONNAISE 47¢ GERBER'S — STRAINED Baby Foods 3 FOR 29¢ BEST FOODS — Quart Jar MAYONNAISE 61¢ C & H SUGAR 5 LB. BAG 52¢ SKIPPY PEANUT BUTTER REG. 29¢ — 6-OZ. JAR 27¢ REG. 49¢ — 12-OZ. JAR 45¢ REG. 67¢ — 18-OZ. JAR 63¢ REG. 97¢ — 28-OZ. JAR 93¢

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